

Getting and Keeping Top Salesmen A Major Problem

By REYNOLDS KNIGHT
The projected expansion of the economy this year means that some 267,000 more salesmen must be hired to service the all-important pipeline from factory to retail outlet. That's the key finding of a survey of top sales executives, nearly 90 per cent of whom expect greater sales for their companies this year than last.

\$5,000-to-\$7,000 range; a handful of firms offer as much as \$10,000 for the beginner. An interesting point about hiring salesmen — little recognized by non-business people — is that the actual hiring and training of them has become an increasingly costly procedure. Executives queried in the survey came up with an average of \$8,731 invested in each new man from the time he is first interviewed to the time (often months later) when he is

ready to be productive as a full-fledged sales emissary. A corollary sore point with some of the large, "prestige" companies is the tendency among ambitious young salesmen to reap the benefits of the training course, sell for a year or so, and then leave to take a job with more advancement opportunity at a smaller company.

increase in demand for energy indicates a gain of more than 30 per cent in customers of the natural gas industry by 1970, when the needs of some 44,000,000 users will be served. Sharing in this growth will be Panhandle Eastern Pipeline Co., a leader in the industry with a service area covering 12 Midwestern states. Within this company's market area lie Illinois, Indiana, Ohio, Michigan and Missouri, for which very substantial gains have been forecast in the next 10 years.

Anticipating growing demand for natural gas in its service area, Panhandle has made plans for a five-year expansion program that will raise daily delivery capacity of the system by one-third from its present level of 2-billion cubic feet per day. Among utility customers of Panhandle Eastern are those serving the cities of St. Louis, Peoria, and Springfield, Ill.; Ft. Wayne and Indianapolis, Ind., all centers of diversified manufacturing activities.

TILE TALK — Ceramic tile production in the United States set an all-time record, estimated at 275 million square feet in 1963. And industry sources are predicting another record of perhaps 290 million square feet in 1964. "The 1963 record is an indication of the increased awareness of the quality aspects of real ceramic tile," said William M. North, president of the Tile Council of America, trade association of the leading domestic producers. "Further-

more, this all-time record of our domestic producers was made in the face of greatly increased imports of foreign tiles. "Building professionals and the consuming public alike each year are discovering that ceramic tile can give lifelong beauty and economy in construction," Mr. North comments. The previous domestic production record of 258.6 million sq. ft. was set in 1959, the last "good" year for domestic producers before a greatly increased influx of imported tile, mainly from Japan, upset the domestic markets. Production fell in 1960 and 1961, but by 1962 had returned almost to 1959 levels, official figures show.

on the vehicle by a suction cup. For school-age youngsters, a "super-desk" has been developed that includes book spaces, a typewriter rest and a built-in clock and timer. It will go on the market this spring, retailing for about \$100.

COAL REBOUNDS — U. S. producers of soft coal last year enjoyed their best year since 1957, thanks partly to a spurt in exports of the black fuel. The overall gain over 1962 was 25 million tons, representing an advance of 7 million tons over the previous year. Industry observers say that increased consumption by utility companies was another important factor in coal's improved position.

MORE CUSTOMERS — The continuing rise in America's population and the consequent

BITS O' BUSINESS — Despite lengthy newspaper strikes in New York and Cleveland, total U.S. consumption of newsprint last year chalked up a record of 7.54 million tons, modestly ahead of the previous (1962) high mark of 7.49 million tons. Americans are expected to guzzle slightly more than 100 million barrels of beer this year; that averages out to 16 gallons for every member of the population.

THINGS TO COME — For the laborer who gets his hands really dirty, there's a new hand lotion that is applied before working; its action provides a protective coating against grease and grime. Motorists forced to stop their car on the road at night can make use of a "safety flag" that reflects brightly in the dark, thanks to a fluorescent red surfacing. It is attached to the desired spot

U.S.D.A. CHOICE STEER BEEF ONLY — WE CUT TO YOUR SPECIFICATIONS

U.S. Grade "A" Whole Body FRYING CHICKENS 29¢ lb Cut-up . . . 33¢	FRESH GROUND BEEF . . . 3 lbs. \$1		CHUCK ROAST 35¢ lb
	FARMER STYLE SPARE RIBS 39¢ lb.	CUBE STEAK 98¢ lb.	
	COUNTRY STYLE PORK SAUSAGE 3 lbs. \$1	MORRELL'S ALL MEAT Bologna 39¢ lb.	
	CORN KING BACON 49¢ lb.	FARMER JOHN LOIN END PORK ROAST 39¢ lb.	

DI CARLOS SPRINGFIELD BREAD
5 for \$1

CENTER CUT PORK CHOPS 79¢ lb.
7-BONE ROAST 39¢ lb.
OSCAR MAYER WIENERS . . 49¢ lb.

BEST FOODS Mayonnaise
QUART 49¢

- SPRINGFIELD — NO. 303 CAN Cream or Whole Kernel CORN 8 for \$1.00
- VAN CAMP'S — NO. 300 CAN DARK RED KIDNEY BEANS 7 for \$1.00
- Reg. 79c, Van DeKamp's, 9 1/2-oz. Pkg., Frozen NORTHERN FRIED HALIBUT 69¢
- HEINZ — 10 1/2-OZ. BOTTLE TOMATO SOUP 3 for 27¢
- ORE. - IDA. — LB. PKG. — FROZEN TATER TOTS 5 for \$1.00
- VAN CAMP'S VIENNA SAUSAGE 5 for \$1.00

RINSO BLUE
GIANT SIZE 49¢

REG. 49c — 22-OZ.
CHIFFON LIQUID 39¢
DINTY MOORE 24-OZ. CAN BEEF STEW 39¢

CHICKEN OF SEA CHUNK STYLE TUNA
 NO. 1/2 CAN
23¢

PRODUCE SPECIALS

- CENTRAL AMERICAN BANANAS 2 lbs. 25¢
- WHITE ROSE Potatoes 10 lbs. 29¢
- SOLID HEAD CABBAGE 3¢
- SCHOOL BOY DELICIOUS APPLES 10¢

FOREMOST BUTTER Grade AA 67¢ lb.
ICE CREAM Big Dip 1/2 Gallon 59¢
ICE CREAM Family Style 1/2 Gallon 69¢
ICE CREAM Premium 1/2 Gallon 79¢

FOLGER'S COFFEE
LB. CAN 59¢

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 Specials for Thursday thru Sunday

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Hollywood Reporter

By Mike Connolly

Mike's Mailbag— Dear Mike: Besides hard work, how did Judy Garland get down from 160 to 100? — Janet Gould, Atlantic City, N.J.

Dear Janet: She discovered a sensational new (for her) trick involving her elbows. She uses them to push herself away from the table.

Dear Mr. Connolly in Hollywood: I hope you'll help me. I used to write scripts for TV (domestic comedies) but have not for the last 30 years. However, a funny little comedy idea keeps coming back to me — something that really happened to me — the first time I was married. Everyone laughs when I tell it to them. I'm convinced Lucille Ball would do a great job with it. I can tell it funnier that I can write it. Ho do I reach Lucy, at Desilu Studios? — Mona Paul, Philadelphia, Pa.

Dear Mona: You must have gotten in on TV's ground floor before there was a ground floor, because 1934 was the year when most of us were listening to "Myrt and Marge" and "Easy Aces" on radio. As an old timer, you must know that telling it won't do. Write it. Then get a good agent and let him submit it to Lucy. Good luck.

Dear Mike: Why is it I get no answer to my letter, sent to various places, requesting information about Robert Horton? He's alive and well, isn't he? Please don't print my name because I work as a maid here and I don't think they would like it. — E. E. Altadena, Calif.

Dear E.E.: Bob's a big smash hit on Broadway in a musical called "110 in the Shade." Write to him there.

Dear Mike: You misinformed Pal Flight of Bellmore and a lot of other readers when you wrote that "I Will Come Back," the song sung at the ending of Judy Garland's shows, was in Judy's "Carnegie" album. It's not. It's in another of her albums named "Judy." — Joan McClernan, Philadelphia, Pa.

Dear Joan: That's what I get for going to the source (Judy herself) for my information. Next time I'll go to a record store.

Dear Sir: What is Irene Ryan really like? I can't wait till Wednesday every week to watch her kick up as Granny in "The Beverly Hillbillies." — Joe Siracusa, Roanoke Rapids, N.C.

Dear Joe: You wouldn't BELIEVE it. Or maybe you will, on Andy Williams' Feb. 18 show, when she'll be showing off a new, strictly non-Granny gown for which she spent \$1,500.

Dear Mr. Connolly: Has Dolores finished her noviate? When will she become a nun? — June L. McGeal, Clarendon Hills, Ill.

Dear June: Your letter arrived, oddly enough, just a few days after I received one from my old friend Dolores. She hasn't taken the veil yet but

such is her spiritual strength. I am sure she will, and I don't think she'll mind my mentioning that she requests the prayers of all her old fans and friends to sustain her "in the long road ahead."

Dear Mike: I would like Triffl Lopez's address because my girl friends and I dig his singing the most. We think it's really boss. Could you dig us up about six photos? — Virginia ("Lefty") Rosa, Bronx, N.Y.

Dear Virginia: Yes, there is a Trini Lopez address but no, the house rules say I can't print it. I have, however, asked him to dig up those photos for all you diggers.

Dear Mike: Why doesn't Doris Day make more musicals? — Lynn Hart, Menlo Park, Calif.

Dear Lynne: Because you and her millions of other fans didn't bust down the doors to catch her in "Jumbo." It cost \$10,000,000, compared with \$3,000,000 for comedies on the order of "Pillow Talk." Dig?

Dear Mr. Connolly: I sincerely believe that you are endearing yourself, through your columns, to many people: If you would be kind enough to autograph the enclosed card, I shall be grateful. Also, what do you consider your greatest satisfaction thus far during your career? — Roger Harris, Rutland, Vt.

Dear Roger: The card's on its way. I get my biggest kicks out of getting scoops, although collaborating with Lillian Roth and Gerold Frank on "The Cry Tomorrow," plus seeing it filmed and then getting "Christopher Award" for it, provided plenty of satisfaction too.

(Mike Connolly welcomes all readers' questions, but, due to the large volume of mail received, it may be some time before the answer to your question appears in his column.)

Film Course Rescheduled At South High

"The Arts on Film," offered by the University of California Extension, is being held at South High School Auditorium, 4801 Pacific Coast Hwy. The lecture-film series was previously announced as offered at El Camino College Little Theater. Further information and tickets for the series, may be obtained at the extension office at North High School, DA 3-4773.

SCOUTS HONORED
 Congress and President Woodrow Wilson honored the Boy Scouts of America by granting it a federal charter on June 15, 1916. The bill giving federal incorporation was passed unanimously by the House of Representatives and Senate. In turn, 527 local councils are chartered each year by the Scouts' National Council to administer the programs of scouting in designated areas. The Los Angeles Area Council with headquarters in Los Angeles was originally organized in 1915.